Product Area Coordinators
Purpose

- To enable NSWC to provide long term stewardship of core equities in the respective product areas in an uncertain environment
- To provide a corporate decision-making structure to enable:
  - Developing and nurturing stewardship
  - Developing strategies for investing in, sustaining, and gracefully divesting core equities
  - Estimating workload
  - Involving and interacting with customers
  - Developing long-term corporate strategies
  - Developing metrics for assessing:
    - “Health” of the Core Equity
    - Progress in achieving strategic and business goals
    - Customer satisfaction with and quality of goods and services delivered
  - Executing the Business Plan Roadmap
  - Updating the Annual Business Plan that drives the A-11 budget

Product Area Coordinators
Roles and Responsibilities

- Each Product Area (PA) will have a Product Area Coordinator (PAC) as agreed to by the NSWC Board of Directors.
- Each PAC will form a network of people who are competent to address Product Area issues and will designate them as Core Equity Coordinators (CEC) for their respective Core Equity, i.e. Product Area Element
- Each CEC will draw on a team of technical representatives from the involved activities for assistance as needed.
- Each PAC Team will:
  - Identify, justify, and nurture resources and investments for the Technical Capabilities (TCs) that support the Core Equities and Product Areas.
  - Assess performance and ensure customer satisfaction within the PA, and be the primary but not sole customer interface, e.g. the PAC would interact at the PEO level but not preclude the performing activities engaging in an on-going dialogue with the PM as usual. The objective is a corporate and coherent approach consistent with a common vision and strategy.
  - Perform business planning for the PA and be responsible for process improvement within the PA.